

# Torrance Herald

TORRANCE, CALIFORNIA, MARCH 20, 1914

5 GENTS PER COPY; \$1.50 PER YEAR

VOLUME I, NUMBER 12

## MILLIONAIRE CAPTAINS OF INDUSTRY GUESTS

Torrance was the hostess Saturday of a notable gathering of millionaire captains of finance and industry from various sections of the nation's greatest commercial and manufacturing centers. Their expressions of admiration of Torrance, its splendid site and commanding location, the great plan and organization underlying its creation, and its present and prospective industries, were most gratifying to its founder, Mr. J. S. Torrance, and every Torrance resident and well-wisher.

Thirty-five capitalists representing eastern industrial and banking interests of an estimated worth of half a billion dollars, constituted the party as the guests of J. S. Torrance, president of Torrance, Marshall & Co.; Paul Shoup, president of the Pacific Electric railway, and Thomas D. Campbell & Co. The trip, lasting seven hours, was made in Mr. Shoup's private car from Pasadena, where most of the invited guests are wintering at Crown City hotels.

Carried on a tour of inspection through the residence, business and industrial sections of Torrance in a big, yellow, sight-seeing auto truck, and then taken to Point Fermin to see the great development taking place there, the millionaire business men voiced their faith in the industrial future of Torrance, Los Angeles and of Southern California.

### Strauss Predicts Great Future

"I'd like to come back here in twenty-five years and see how things are improved," said Nathan Strauss, the noted New York philanthropist, who intends next year to settle here. "The most extravagant things that are predicted for Southern California will prove to be rather short of the fact than anything else. The reasons that make Los Angeles attractive to me as a home are just as good reasons why Los Angeles will excel industrially and commercially; your wonderful climate will make healthy and happy workers as well as healthy pleasure seekers."

John Willys, president of the Willys-Overland company, Toledo, O., manufacturer of the Overland automobile, intimated that he will establish a branch factory here in the near future.

"There is a very good chance that we will locate a branch factory near Los Angeles before long," said Mr. Willys. "Your city is now the most important automobile center on the Pacific coast, and is growing in importance every year."

### Torrance City Praised

Of the city of Torrance Mr. Willys said to Thomas D. Campbell:

"You have a wonderful idea expressed here. I am amazed at the magnificent carrying out of the idea of its planners."

"What I have seen today," said General Nelson A. Miles, "merely tends to bear out the opinions I formed about Los Angeles' coming commercial and industrial greatness when I was actively interested here as an army officer twenty-five years ago."

"Torrance has a great future as an industrial city. Planned by the best city planner in the United States, in every detail of its physical arrange-

ment and organization, it shows that it is bound to grow."

Figures given by E. W. Rollins, a distinguished member of the party, showing huge amounts of Southern California securities purchased by his firm, E. H. Rollins & Co., of Boston, during the last twenty years, spoke eloquently of this eastern financier's reliance on the destiny of this section.

"Our firm," said Mr. Rollins, "has purchased large amounts of Los Angeles harbor, Owens river aqueduct, and Southern California public utility bonds during the twenty years it has dealt in these securities. To make a guess, I would put the total at about \$75,000,000. This year we purchased \$14,000,000 of bonds issued by one of Henry E. Huntington's companies."

### Party Visits Harbor

The guests on this memorable trip were taken aboard Mr. Shoup's private car yesterday morning at their hotels in Pasadena and conveyed at once to Torrance, where a big auto was waiting to take the group of magnates on a "rubberneck" tour of the bustling little town. As the truck sped past the factory of the Hendrie Rubber company it was cheered by the workmen of the plant, who were eating lunch on the lawn in front, and stops were made to inspect the plants of the Union Tool company and the Moore Truck works.

A luncheon which had been brought from Pasadena hotels was served in the Pacific Electric depot at Torrance, and the party resumed its trip in the direction of the harbor. Stops were made on the brow of the cliff overlooking the Los Angeles harbor breakwater and at the end of Point Fermin, and then the half-billion dollar party headed in the direction of Los Angeles.

### Those Who Made the Trip

Included in the party making the trip were Nathan Strauss, General Nelson A. Miles, United States army retired; George Harris, chairman of the board of directors Chicago, Burlington and Quincy railroads; John M. Willys, president of the Willys-Overland company of Toledo, O.; Charles Allis, one of the founders of the Allis-Chalmers company; I. C. Seamans of the Wyckoff, Seamans & Benedict company; C. A. Sands, Michigan lumberman; Henry Hay, treasurer of the United States Steel corporation; N. W. Harris, president of the Harris Trust company, Chicago; Reese Llewellyn, president of the Llewellyn Iron Works; Webster Merrifield, former president of the University of North Dakota; Frederick Chapin, Hartford, Conn.; W. K. Nash, merchant, Minneapolis; A. T. Leavitt, chief engineer Griffin Car Wheel company, Denver; H. H. Roundtree, capitalist, Boston; W. Parker Lyon, capitalist, Fresno; Morgan Ross, proprietor of the Alexandria hotel; Louis L. Sands, capitalist, Pasadena; W. K. Bixby, receiver for the Wabash railroad and a director in twenty roads, St. Louis; former Governor David R. Francis of Missouri; E. W. Rollins, bond broker, Boston; Charles K. Henry, lumberman and capitalist, Portland, Ore.; Fred S. Kenfield, Chicago; Fred P. Nash, merchant, Minneapolis; George E. Pomeroy and A. L. Spitzer, capitalists, Toledo; W. B. Marble, banker, Chicago; F. A. Dennett, furniture manufacturer, Sheboygan, Wis.; H. M. Robinson, Pasadena; Charles Wiggins, American Tobacco company, St. Louis; Chauncey Keep, trustee Marshall Field estate, Chicago; S. D. Tuttle, capitalist, Phoenix, Ariz.; and J. McMillan, superintendent Pacific Electric railway.

The Petroleum Development company, operating the Santa Fe lease, has suspended drilling operations in the Olinda field, all the available territory being drilled up. The company now has seventy producing wells on this property.

## GUARANTEED TITLES ACCOMPANY DEEDS

Convincing evidence of the confidence of the investing public is the record of deeds granted to buyers for paid-up lots in Torrance. During the past fifteen months 160 deeds have been granted.

The investor in Torrance lots is absolutely protected. With each deed goes a guaranty of title issued by the Title Insurance & Trust company of Los Angeles and other high

class title companies.

In addition to the 160 deeds a large number of deeds have been given various industries, whose sites vary from one to twenty-five acres. There are also between 500 and 600 contracts of sale outstanding which are being paid in monthly payments. As soon as paid up deeds and guaranties of title are issued each purchaser of Torrance realty.

## Torrance's Park a Gem of Beauty

Torrance will soon have a public park that will be a thing of beauty and joy to all who behold. The park comprises twenty-five acres, triangular in shape, in a slightly location. Mr. Rupprecht, the Torrance landscape gardener, has been busy with a force of men getting the park in shape.

A part of the tract will be in typical Italian style, and the remainder will be strongly suggestive of the Riviera, Nice, and other cities of Southern France famous for their public parks and gardens. Choice

shrubbery, plants and flowers will be set out and no expense will be spared in making the park the very best in Southern California, are the orders of Mr. Torrance.

The El Prado Park, comprising a plot of over three acres, will be entirely reconstructed and will have no equal in this country. Unusual, rare and novel plants and flowers will attract the attention of park and landscape architects everywhere and please the public by their rare beauty and strange forms and flowers.

## UNION TOOL COMPLETES RUSH JAPANESE CONTRACTS

The Union Tool company has completed its Japanese contracts fully within the contract period and proved their ability to turn out big contracts in hurry order. Complete and up-to-date equipment and highly skilled workers make such records possible. The working force of the company has been increased from 500 to 600 men to handle orders on hand.

## FIRE IN RESTAURANT BUILDING

Henry Rubo, night watchman, discovered a fire in the restaurant building on Border avenue near Carson street, about 11 p. m. Sunday evening, and turned in an alarm at once. Sam Rappaport and H. Burmaster were the first to respond to the call and hauled the hose cart to the scene of the fire where they were joined by other members of the fire department.

After some quick and skillful work under the leadership of H. McManus the fire was extinguished. By their prompt action a serious fire was averted. The fire was on the north side of the building. Its origin is unknown but is thought to have been caused by tramps. The damage to the building will probably run between \$300 and \$400. It is the property of the Dominguez Land Corporation and was insured.

The fire boys secured some further valuable experience in fire fighting. This is Torrance's second fire.

## CHOIR ORGANIZED FOR PRESBYTERIAN CHURCH

Last Thursday evening at the home of Mr. and Mrs. R. C. Dennison, a choir for the Presbyterian church was organized, with Mr. C. W. Northrup, leader, and Miss Ann A. Colvin, secretary and treasurer. A

pleasant feature of the choir is a male quartette, consisting of Messrs. Choate, Jenkins, Northrup and Schurrick. An anthem was effectively rendered at the Sunday morning service, and two numbers by the quartette at the evening service. It is the intention of the leader to constantly add new features and make the choir a strong part of the church organization.

## HENDRIE COMPANY ADDS TIRE ACCESSORY DEPT

A tire accessory department has been installed in connection with the retail store of the Hendrie Rubber Company, on Pico street.

This branch of the company's business is in charge of Duke Ainslie, a veteran rubber man. The department is to carry a complete line of tire and rubber repair supplies for California and Arizona.

The Hendrie Rubber Company has established branches in San Francisco, Denver, Salt Lake and Colorado Springs.

## PROGRESS NOTES

Two more Torrance houses were bought the past week by new residents. Mrs. Camille Carr purchased the house at 21735 Gramercy avenue and Mrs. Christine Schocklin at 22011 Gramercy avenue.

## DISPOSES OF LOTS AT VERY HANDSOME ADVANCE

Max A. Shireson, a well known Los Angeles music dealer, has disposed of two lots on Susana avenue for \$7,000. This is a handsome advance over the purchase price of the lots less than a year ago and is an indication of the steadily strengthen-

ing of the local realty market. To all careful and unprejudiced investigators the conclusion that Torrance within a very few years will be a large manufacturing city and desirable business lots advanced several hundred per cent in value, is the only possible conclusion.

## PECULIAR PHENOMENON

A peculiar phenomenon exists on the Harbor boulevard near this city. For several yards it is covered with water and signs have been up marking the stretch as "Dangerous." The water seems to have backed up, but no one can account for the phenomenon.

## APRIL 11TH DATE SET HARBOR CELEBRATION

The date for the celebration dedicating Los Angeles harbor as a port for the great ships of the world has been set for Saturday, April 11. The arrival of the first American-Hawaiian liner and the completion of the municipal dock on April 10 will mark the actual opening.

The Wilmington chamber of commerce will be assisted by the Los Angeles chamber in a program that will include a barbecue dinner, outdoor sports and all sorts of oratory.

A special committee will be appointed by the chamber to aid in making the great day a success.

George S. Dearborn, president of the American-Hawaiian Steamship Company now in Los Angeles, says a ship of his company will call at Los Angeles every 36 hours following the opening of the Panama canal. The first cargo from the east will be unloaded at the local port April 10, and thereafter all the company's vessels will stop here.

Dearborn predicted a great future for Los Angeles and Southern California as a result of the canal opening. The port, he said, eventually will become one of the greatest maritime ports of the world.

## OIL NOTES

Oil as a "speeder-up" of ocean crafts has been demonstrated by the steamer President of the Pacific Coast Steamship Company fleets. Previously to going on dock for transformation from a coal to an oil burner the President had a speed rating of sixteen and one-half knots an hour. In its first two trips as an oil burner, the boat beat this rating consistently by two knots an hour and Capt. Paulson is confident that he will later get even better speed out of his boat.

The Union Oil company has brought in another big producer on the Graham-Loftus lease, in the Brea Canyon section of the Fullerton field. The No. 11 was added to the long list of producers the first of this week, flowing around 3000 arrels per day, the oil test being 20 gravity. This hole reached a depth of 3351 feet. The company is tubing No. 14 on the same lease at a depth of 3400 feet No. 53, which was brought in several weeks ago, on this same lease, flowing around 3000 barrels, has been "pinched" to 2000 barrels, owing to the fact that the company is cramped for storage at this time. This well will, it is stated, flow 3000 barrels readily, and will be turned loose as soon as the company is able to take care of the fast increasing production.

Berlin, March 15.—The Abend Zeitung of Munich today published "under reserve" the statement that Dr. Rudolf Diesel, inventor of the famous oil-burning engine, and who was supposed to have been drowned

## NEW BUILDING ACTIVITY IS LOOMING LARGE

Building activity in Torrance is beginning to assume the proportions of a boom. Many large store and apartment structures are scheduled for erection this spring and summer and it is expected that the residence section will also see much construction work. The Herald hopes also to announce in near issue the location in Torrance of several new factories.

Herbert Black has the plans drawn and submitted for a three-story store and apartment building on Redondo boulevard. The structure will have a frontage of 57 feet on Redondo boulevard and extend 53 feet along Engracias avenue.

The first floor will contain three spacious and well-lighted store rooms and the upper stories will contain six two and three room apartments fitted up with all the latest conveniences and will be artistically finished.

Fred W. Bucksen of Kallispell, Mont., has purchased a lot just north of the First National bank and is under contract to erect a two or three story building thereon, the materials to be either pressed brick, stone or cement. Construction is scheduled to begin in the near future.

J. O. Littlejohn of Los Angeles has purchased a lot at the corner of Engracias and Border avenues, near the sites of the Llewellyn Iron Works. He has contracted to build thereon a two-story building for store and apartment use. Construction to begin within sixty days.

John Krick of Long Beach will begin work on a two-story store and apartment building at the corner of Redondo boulevard and Border avenue, on or before June 1st. Mr. Krick was one of the first purchasers of lots in Torrance. He has accumulated a snug fortune by backing his own judgment in real estate and he has picked Torrance as the biggest winner of all.

Mrs. Cela and B. Lavin of Los Angeles have purchased a lot at the corner of Border and 213th street. They have contracted to build a two-story business block thereon this summer. The structure will have a frontage of 82 feet on Border avenue and 140 feet on 213th street.

J. I. Coleman, a successful business man from Kelvin, Ariz., has purchased 200 feet of frontage on 213th street, directly across the street from the site of the Acme Brass company, on which he will build an ice manufacturing plant, during the present year. The plant will be modern in every respect with the latest improved machinery.

Torrance and adjoining towns offers a splendid opportunity for an ice plant, and a large wholesale and retail business in this line will grow up in a few years.

Negotiations are under way for improvement of the triangular piece of land at the intersection of Bow and Border avenues. While the proposed plans are only tentative, the prospective purchaser is strongly persuaded to improve this choice location with a building to be used as a general market. The location is especially desirable for the purpose as it lies between the Union Tool company and the Pacific Electric.

In the English Channel last fall, is not dead, but alive in Canada. Dr. Diesel was supposed to have disappeared from the steamer Dresden while en route to London.